



Northwest Region

- Key organizations:
 - Northwest Energy Efficiency Alliance
 - Bonneville Power Administration
 - Energy Trust of Oregon
 - Regional utilities



ENERGY STAR
Homes Northwest



ENERGY STAR
Consumer Products

With support from:





Important topics to our region



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- Market Transformation
 - Long term market change
 - New markets (grocery, drug, rural areas)
 - Evaluation and market research
- Product Quality and a “Life cycle” view
 - PEARL
 - CFL disposal
 - CFL replacement
- Advances in Technology
 - New fixtures
 - Application specific products (R-lamps that work)

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NORTHWEST ENERGY EFFICIENCY ALLIANCE
www.nwalliance.org



NW Market Segmentation

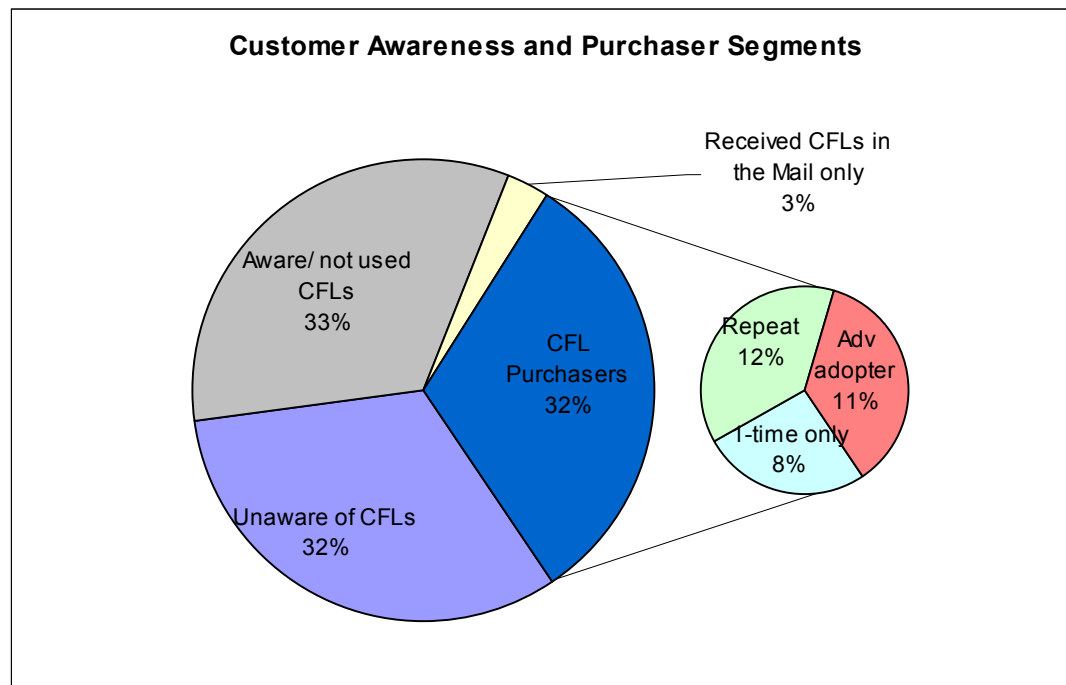


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- Aware of CFLs?
- Purchased CFLs?
- Purchased CFLs more than once?
- Likely to purchase in the future w/o incentive? Likely to replace a burnt-out CFL w/ a CFL?



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CHANGE FOR THE
BETTER WITH
ENERGY STAR

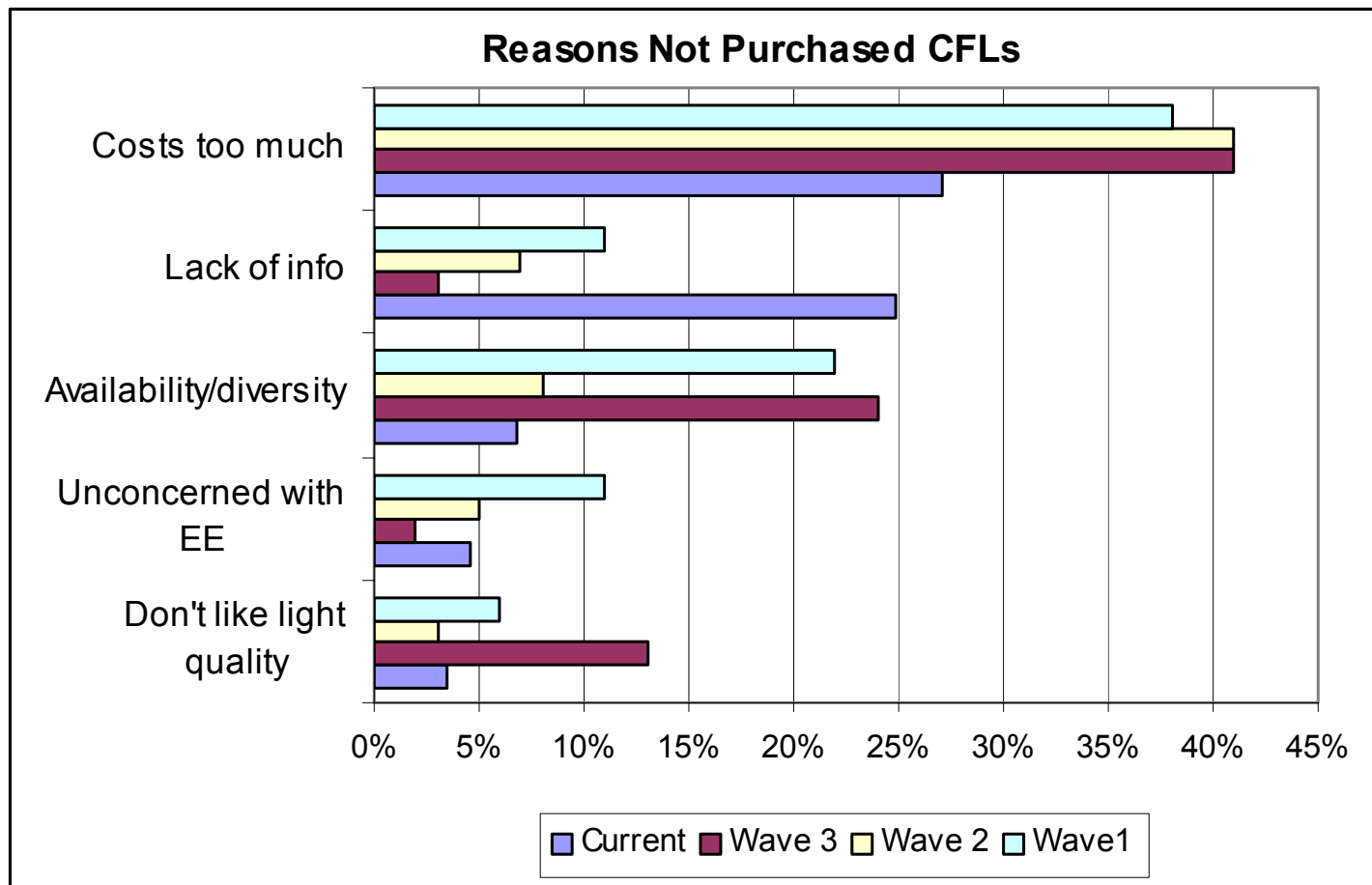


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Barriers to CFL Purchase



Current n=557, wave 3=168, wave 2=166, wave 1=316

*Comparing only "like" categories

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2005-2006



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- Regional push on new construction
 - How do we engage the showrooms and electrical wholesale houses on ENERGY STAR lighting to new construction?
- Major retail promotion in the region
 - Major Change A Light promotion to help reach the other 2/3 of consumers
 - “Goose the market”

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Utility and ETO programs



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- Fixture rebates
 - Clark PUD
 - Energy Trust of Oregon
 - Eugene Water and Electric Board
 - Puget Sound Energy
 - Seattle City Light
 - Snohomish PUD
 - Tacoma Power
- CFL programs
 - Entire region (all utilities)
 - Buy-down
 - Coupons

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The buy-down (~1 million bulbs)



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- Searching for good regional coverage, rural marketplaces, expansion into grocery, price points on 18 watt and higher at \$0.99 or less per unit for consumers.
- Copies of the Request for Proposal available today if your company did not obtain one.
- Attend breakout meetings to discuss
 - If you do not have a meeting scheduled please see me following.

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Other sessions with NW

- Succeeding with new construction lighting (Tuesday 11-12)
- Lighting Recycling (Tuesday 2-3)
- Showrooms and Electrical Distributors (Wednesday 1-2)



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